



## CITY OF LODI

## COUNCIL COMMUNICATION

**AGENDA TITLE:** Public Hearing to establish "Lodi Business Improvement Area No. 1" according to Resolution No. 97-179

**MEETING DATE:** November 5, 1997

**PREPARED BY:** Economic Development Coordinator

**RECOMMENDED ACTION:** That the City Council conduct the public hearing to establish "Lodi Business Improvement Area No. 1" as called for by California Government Code §54954.6(a)(1) and, upon closing the hearing, take the appropriate action.

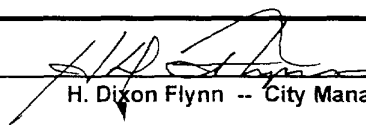
**BACKGROUND INFORMATION:** At a meeting of October 15, 1997, the City Council adopted Resolution No. 97-179 declaring its intention to establish Lodi Business Improvement Area No. 1 and setting public hearing/public meeting dates for November 5, 1997 and December 3, 1997 to consider the matter. Notice of the public hearing/public meeting was accomplished by posting the Resolution of Intention (ROI) at three public areas (Lodi Public Library, Lodi Police Public Safety Building & Lodi City Hall Lobby), by publishing the resolution in the *Lodi News Sentinel* and by mailing a complete copy of the ROI to each business owner in the proposed district.

The purpose of the public hearing is for the City Council to hear and consider all testimony, for or against, the establishment of the Area. Matters concerning the boundaries of the Area, the areas of benefit within the Area and the Assessments to be levied will also be heard. A protest against the Area, or any aspect of it may be made orally or in writing. An oral protest shall be made at the public hearing. If at the conclusion of the public hearing there are of record, written protests by the owners of the businesses within the Area that will pay fifty percent (50%) or more of the total assessments of the entire Area, no further proceedings to create the Downtown Lodi Business Improvement Area shall occur. At the time of the writing of this report, no written protests against establishment of the district have been received.

As a matter of discussion, two additional issues related to funding and general operation of the Area should be considered by Council. They are as follows:

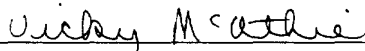
1. That the City of Lodi Finance Department assumes the responsibility for the billing of the BIA assessments. The BIA budget will be conducted on a calendar year basis. After a period of 30-45 days, the total funds collected and all unpaid assessment bills would be turned over to the BIA Board for further action. Staff has met with Finance Director, Vicky McAthie, and recommends that fees be billed once per year by separate billing in January of each year. Staff is also recommending that no set-up or finance charges be levied in the initial years of BIA operation. Detailed "Guidelines for Collection" are currently being drafted by the Finance Department for future review and approval.

APPROVED: \_\_\_\_\_

  
H. Dixon Flynn -- City Manager

2. That the City of Lodi provide a matching fund subsidy, through the Economic Development Department budget, in order to help "kick start" the BIA formation and operation. Staff recommends a dollar for dollar match, not to exceed \$40,000 for 2 years; thus allowing the organization sufficient time in which to generate additional revenues through special events and fund raising promotions. These subsidies may also allow the BIA the opportunity of employing a part time coordinator to market the downtown as well as plan/coordinate the special events. The Lodi Downtown Business Improvement Area projected budget for the first year is estimated at \$40,000. In assessed revenues the City's match would then be equal to the BIA's annual assessed revenues or \$40,000.

**FUNDING:** \$40,000 (Community Promotions -- '97-'99 Financial Plan & Budget, Page D-96)

  
Vicky McAthie, Finance Director

Respectfully Submitted,

  
Tony C. Goehring  
Economic Development Coordinator

Attachments

**In regards to the Resolution of Intention to Establish the Downtown Lodi Business Improvement Area No. 1, the City Clerk's office did the following:**

- Mailed Resolution No. 97-179 (Exhibit A) entitled, "A Resolution of the Lodi City Council Declaring Its Intention to Establish the Downtown Lodi Business Improvement Area" to 274 property owners (mailing list attached as Exhibit B) on October 16, 1997;
- Posted Resolution No. 97-179 at the Lodi Public Library, Lodi Police Public Safety Building and Lodi City Hall Lobby on October 16, 1997;
- Advertised Resolution No. 97-179 in the Lodi News Sentinel on October 20, 1997, October 21, 1997, October 22, 1997, October 23, 1997, October 24, 1997, October 25, 1997 and October 27, 1997.

Appropriate documentation is on file in the City Clerk's office.

RESOLUTION NO. 97-179

A RESOLUTION OF THE LODI CITY COUNCIL  
DECLARING ITS INTENTION TO ESTABLISH THE  
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA

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WHEREAS, the California Streets and Highways Code Section 36500 et seq., authorizes cities to establish Parking and Business Improvement Areas for the purpose of promoting economic revitalization and physical maintenance of business areas in order to create jobs, attract new business and prevent erosion of the business area; and

WHEREAS, the Downtown Lodi Business Improvement Area Formation Committee ("the Committee") has requested the Lodi City Council to establish such an Improvement Area.

NOW THEREFORE the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

1. The recitals set forth herein are true and correct.
2. The City Council does, at the request of the Committee, and pursuant to the California Streets and Highways Code, declare its intention to establish the "Lodi Business Improvement Area No. 1" ("the Area").
3. The boundaries of the entire area to be included in the Area, and the boundaries of each separate benefit zone within the Area, are set forth in the Map, EXHIBIT A, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
4. The types of improvements and activities proposed to be funded by the levy of assessments on business in the Area are in EXHIBIT B hereto and incorporated by reference.
5. The City Council intends to levy an annual benefit assessment on businesses in the Area, except where funds are otherwise available, to pay for all improvements and activities of the Area.
6. All funds of the Area shall be expended on improvements and activities within the Area.

7. The method and the basis for levying the assessments on all the businesses within the Area are set forth in the EXHIBIT C hereto, incorporated herein by reference.
8. New businesses shall be exempt from assessment until the next billing period following their establishment occurs.
9. A public hearing to establish the Area is hereby set for November 5, 1997, at 7:00 p.m. or as soon thereafter as possible before the City Council of the City of Lodi, at the Carnegie Forum, 305 West Pine Street, Lodi, CA. This public hearing shall be deemed to be the public meeting called for by California Government Code §54954.6(a)(1). Additionally, the City Council further establishes the date of December 3, 1997 as the date for the public hearing called for by California Government Code §54954.6(a)(2). The hearing is to be held before the City Council of the City of Lodi at the Carnegie Forum, 305 West Pine Street, Lodi, CA at 7:00 p.m. or as soon thereafter as possible.
10. At the public hearing the testimony of all interested persons, for or against the establishment of the Area interested in matters concerning the boundaries of the Area, the areas of benefit within the Area and the assessments to be levied, will be heard.
11. A protest against the Area, or any aspect of it may be made orally or in writing. An oral protest shall be made at the said public hearing. To count in the majority protest against the Area, a protest must be in writing. A written protest may be withdrawn from writing at any time before the conclusion of the public hearing. Each written protest shall obtain a written description of the business in which the person signing the protest is interested, sufficient to identify the business, and its address. If the person signing the protest is not shown on the official records of the City of Lodi as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business. Any written protest as to the regularity or sufficiency of the proceedings shall be in writing and clearly state the irregularity or defect to which objection is made.
12. If at the conclusion of the public hearing there are of record, written protest by the owners of the businesses within the Area that will pay fifty percent (50%) or more of the total assessments of the entire Area, no further proceedings to create the Downtown Lodi Business Improvement Area shall occur. New proceedings to form the Area shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protest by the City Council. If the majority written protest is only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the Area.

13. Further information regarding the proposed Downtown Lodi Improvement Area may be obtained from the City Clerk of the City of Lodi, at City Hall, 221 West Pine Street or telephone (209) 333-6702.
14. The City Clerk is instructed to provide notice of the public hearing as follows:
  - a. Publish this Resolution of Intention in a newspaper of general circulation in the City of Lodi once, for at least seven (7) days before the hearing.
  - b. Mail a complete copy of this Resolution of Intention to each and every business owner in the Area within seven (7) days of the adoption of this Resolution by the City Council.
15. This Resolution is effective on its adoption.

Dated: October 15, 1997

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I hereby certify that the foregoing to be a true, full and correct copy of Resolution No. 97-179, duly passed and adopted by the Lodi City Council in a regular meeting held October 15, 1997 by the following vote:

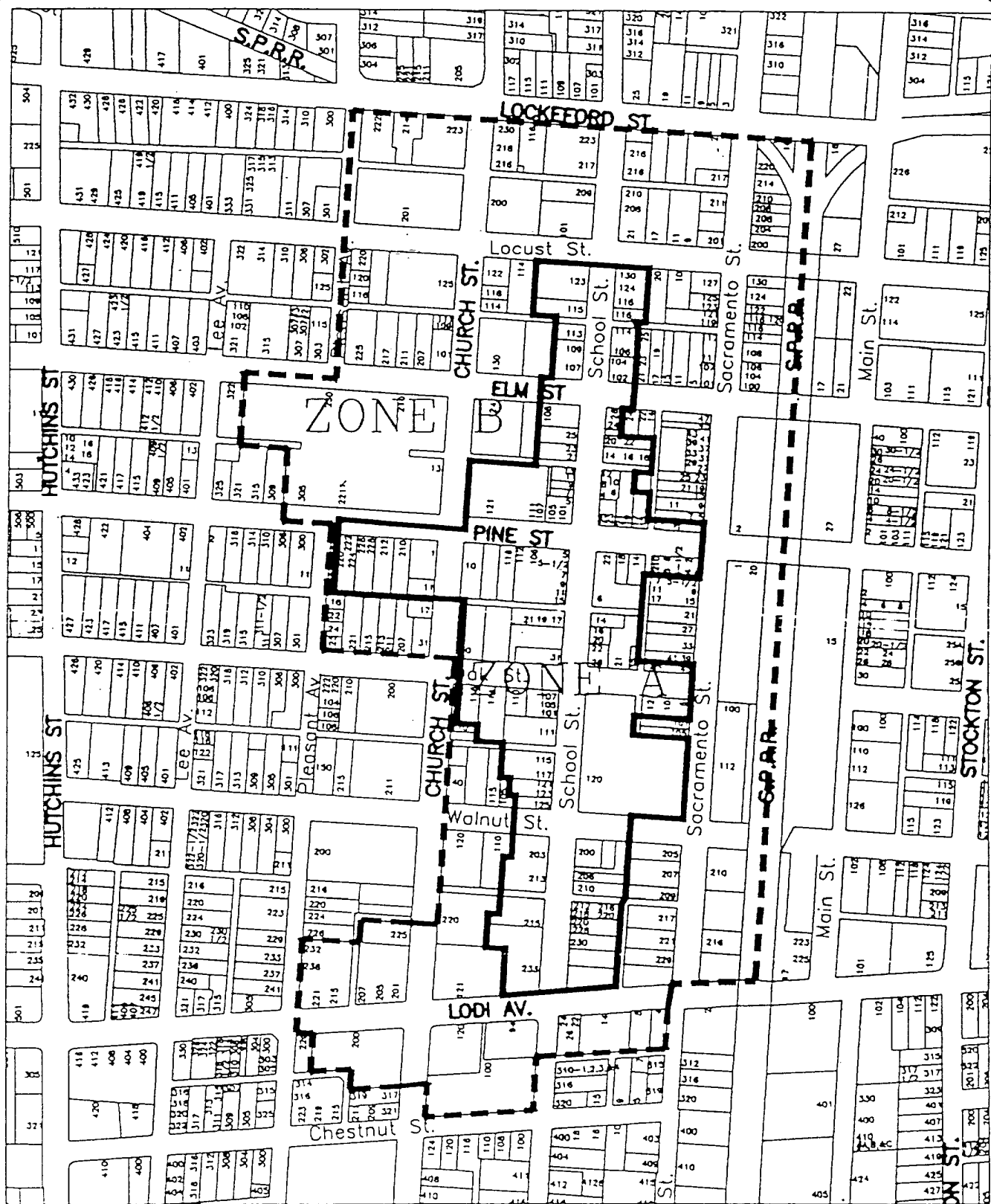
AYES: COUNCIL MEMBERS – Land, Mann, Sieglock, Warner and Perrino  
(Mayor)

NOES: COUNCIL MEMBERS - None

ABSENT: COUNCIL MEMBERS - None

ABSTAIN: COUNCIL MEMBERS - None

  
ALICE M. REIMCHE  
City Clerk



PROPOSED BIA BOUNDARIES

## EXHIBIT B

### NARRATIVE DESCRIPTION OF BIA PROGRAMS

Funds from the BIA will be used to establish but are not limited to the following programs:

A. Image Building:

- “Shop Lodi First” campaign intended to discourage community shoppers from going to nearby malls and community areas.
- Periodic institutional campaigns centered around prime shopping times – Easter, Christmas, etc.

B. Retail Events and Activities:

- Art Fairs
- Street Fairs
- Sidewalk Sales
- Back to School Sales
- Holiday Festivities
- Patriotic Themes

C. Coordinated Marketing Activities:

- Advertising supplements for local newspapers
- Direct mail promotions

D. Streetscape Involvement's

- Trash receptacles
- Flowers and plants at selected locations
- Physical cleanup of streets and sidewalks
- High visibility facade improvements

E. Commercial Recruitment and Retention

- Work with the City's Economic Development coordinator and the Chamber of Commerce to actively seek the most suitable business to fill existing vacancies or vacancies as they occur.
- Provide support services to existing businesses needing assistance in order to remain in the downtown area.



## EXHIBIT C

### AREA ASSESSMENT FORMULA

The BIA is a self-motivated business program funded by an annual assessment based on a formula developed by the Committee, made up entirely of downtown business owners.

The assessment formula is based on type of business and location in order to offer a fair and equitable charge for each business in the Area. The assessment will be collected by the City and turned over in total to downtown businesses for use to fund an annual and year-to-year program of economic stimulation and business enhancement.

All business owners stand to benefit to a much greater extent than what the annual fee might be.

A. Business Type Definitions:

- Retail: The buying and reselling of tangible goods.
- Restaurant and Bar: Selling prepared foods or drinks.
- Service: Offers intangible services of a non-professional nature.  
Lodging is included in this classification.
- Finance: Offers banking-related services.

B. Proposed Lodi BIA Annual Benefit Fee

	Zone A	Zone B
Retailers and Restaurants	\$200.00 (1-3 emp.) \$300.00 (4-6 emp.) \$400.00 (7+ emp.)	\$100.00 \$150.00 \$200.00
Service Businesses	\$150.00	\$ 75.00
Professional Businesses	\$100.00	\$ 50.00
Financial Institutions	\$500.00	\$500.00

MAILING LIST**EXHIBIT B**Page No. 1  
10/09/97Resolution of Intention for Business Improvement Area  
(BIA) No. 1

PIN	ADDRESS			
396	101	N	CHURCH ST	DEJONG INSURANCE
0	101	N	CHURCH ST	BECKREST ADVERTISING
397	109	N	CHURCH ST	BECKMAN
398	111	N	CHURCH ST	RENAISSANCE HAIR
399	114	N	CHURCH ST	SCHAFER, SUESS & BOYD
2572	118	N	CHURCH ST	SCHAFER, SUESS & BOYD
400	122	N	CHURCH ST	SCHAFER REALTORS
401	125	N	CHURCH ST	LODI NEWS SENTINEL
402	200	N	CHURCH ST	STOCKTON SAVINGS & LOAN
403	223	N	CHURCH ST	PAUL'S SAFE LOCK & KEY
404	223	A	CHURCH ST	PAUL'S SAFE LOCK & KEY
405	230	N	CHURCH ST	CAIN ELECTRIC
427	17	S	CHURCH ST	GUILD CLEANERS
428	110	S	CHURCH ST	HOUSE OF CLOCKS
429	112	S	CHURCH ST	LODI BEAUTY SHOPPE
430	220	S	CHURCH ST	HEILIG-MEYERS FURNITURE
2265	229	S	CHURCH ST	BANK OF THE WEST
0	19		DOWNTOWN MALL	VISIBLE CHANGES
0	21		DOWNTOWN MALL	FENILY GALLERY
0	40		DOWNTOWN MALL	CHELSEY'S
526	5	W	ELM ST	TOKAY QUICK PRINTING
527	7	W	ELM ST	RASHID IMPORTS
531	16	W	ELM ST	YELLOW ROSE ANTIQUES
532	18	W	ELM ST	SHANNON RANCHES INC.
533	20	W	ELM ST	HOOVER CARPET
537	27	W	ELM ST	LEGENDS
541	225	A	ELM ST	DONOVAN, JOHN COMPANY
542	225	C	ELM ST	DONOVAN, JOHN COMPANY
1088	222	1	W LOCKEFORD ST	WAHLEN STATE FARM
0	222	10	W LOCKEFORD	DELLAMONICA, SNYDER ARCH
1089	222	2	W LOCKEFORD ST	SCOTT DASKO, ARCHITECT
1090	222	3	W LOCKEFORD ST	HESELTIME REALTY
1092	222	5	W LOCKEFORD ST	TOKAY REALTY
1093	222	6	W LOCKEFORD ST	DERMAL CLINIC
1095	222	8	W LOCKEFORD ST	DEGUSA ELECTRONIC
1096	222	9	W LOCKEFORD ST	PACIFIC FIELD SERVICE
1179	9	W	LOCUST ST	EHLERS HOLDING INC.
1181	10	W	LOCUST ST	BANK OF LODI N.A.
1183	20	W	LOCUST ST	VALLEY PAINTS INC.
1184	21	W	LOCUST ST	PANTEL HOUSE OF LIGHTS
2292	101	2	W LOCUST ST	SCHAFER, SUESS & BOYD
2293	101	3	W LOCUST ST	SCHAFER, SUESS & BOYD
0	101	4	W LOCUST	THE STOCKTON RECORD

PIN	ADDRESS		
1269	1	W	LODI AV
1270	4	W	LODI AV
1271	16	W	LODI AV
1272	21	W	LODI AV
2665	22	W	LODI AV
2666	24	W	LODI AV
1273	26	W	LODI AV
1274	100	W	LODI AV
1275	120	W	LODI AV
1277	200	W	LODI AV
1278	201	A	W LODI AV
1279	203	W	LODI AV
1280	205	W	LODI AV
1281	207	W	LODI AV
1286	221	W	LODI AV
THE TUNE UP SHOP			
DANGIER FURNITURE			
LONG JOHN SILVERS			
PIZZA HUT			
COMIC GRAPEVINE			
THE BOOK GARDEN			
RYDEL VACUUM INC			
LONGS DRUGS			
WELLS FARGO BANK			
MCDONALD'S HAMBURGERS			
HONEY TREAT YOGURT SHOP			
LODI VIDEO CORP.			
LODI VIDEO CORP.			
CHECK N GO			
PINE AUTO SUPPLY			
1518	3	W	OAK ST
1519	6	W	OAK ST
1520	7	W	OAK ST
1522	10	W	OAK ST
0	10	B	W OAK
1524	12	W	OAK ST
1525	15	W	OAK ST
1528	110	W	OAK ST
1529	118	A	W OAK ST
2309	207	W	OAK ST
0	207	W	OAK ST
2623	215	1	W OAK ST
1535	215	2	W OAK ST
1536	215	3	W OAK ST
1537	215	4	W OAK ST
2607	215	5	W OAK ST
1997	215	6	W OAK ST
0	215	W	OAK ST
1538	221	A	W OAK ST
1539	221	B	W OAK ST
1540	221	C	W OAK ST
0	221	W	OAK ST
1541	225	W	OAK ST
CALIFORNIA STYLES			
KNUDERT & BAUER APPLIANC			
REO'S APPLIANCE			
TAQUERIA JACISCO			
FOTO FACTORY			
RAILROAD JUNCTION			
GIENGER'S FLOORS			
LIVING WAY BOOK STORE			
ROSA LAW OFFICE			
RUSSELS HAIR SALOON			
SKIN SENSE			
VACANT			
CERTIFIED LOSS CONTROL			
CINDI'S BOOKKEEPING			
UNEKA NAILS & FACIALS			
FARMERS INSURANCE			
DAVID P. WARNER, ATTORNE			
F & I TAX SERVICE			
BAKER-PEARSON			
AMERICAN INV SERVICE			
FAMILY OF EAGLES			
TIM BERTSCH INSURANCE			
OFFICE OF LINDA LOFTHUS			
1630	1	W	PINE ST
1631	2	W	PINE ST
1632	3	W	PINE ST
1636	6	W	PINE ST
1637	7	W	PINE ST
2836	10	W	PINE ST
1641	11	W	PINE ST
1642	12	W	PINE ST
1643	13	W	PINE ST
1644	14	W	PINE ST
PAK-INDIA			
GRAFFIGNIA FRUIT CO.			
STUDIO SUNWEST			
SIEGFRIED'S			
FASHION BEAUTY SALON			
H & R BLOCK			
LINCOLN SHOE REPAIR			
PACIFIC GAS & ELECTRIC			
ALICIAS ANTIQUES			
INTIMATES			

PIN	ADDRESS			
1646	15	W	PINE ST	ABRAHAMSON'S PRINTING
1647	16	W	PINE ST	PINE ST. BARE FURNITURE
1648	17	W	PINE ST	FRANK'S BUSINESS MACHINE
1649	18	W	PINE ST	FRAMES & FINE THINGS
0	21	W	PINE	SISONS KARATE
1651	100	W	PINE ST	SQUIRE'S CLOTHIER
2711	103	W	PINE ST	SECOND THOUGHT
1652	105	W	PINE ST	GERTIES PLACE
1654	108	W	PINE ST	LODI TAILOR SHOP
1656	111	W	PINE ST	F & M EXECUTIVE OFFICES
1657	112	W	PINE ST	PERSONAL TOUCH
1658	114	W	PINE ST	CAPRI PIZZA
1660	121	W	PINE ST	FARMERS & MERCHANTS BANK
1661	121	205 W	PINE ST	PROFESSIONAL CORP. ATTYS
1664	218	W	PINE ST	GERARD & GERARD
1665	220	W	PINE ST	FIRESIDE THRIFT CO
1667	222	W	PINE ST	PHOTO INSTANT PRINT
1668	224	W	PINE ST	KEN SATO STUDIO
1669	226	W	PINE ST	SOMERSAULTS
1670	228	W	PINE ST	PUFF-N-STUFF
2496	116	N	PLEASANT AV	KIM VEERKAMP CPA
0	125	N	PLEASANT	STEVEN CUTIRELL OFFICE
2451	238	S	PLEASANT AV	PINE AUTO WAREHOUSE
1755	29	N	SACRAMENTO ST	ROY'S CLUB
1756	31	N	SACRAMENTO ST	ROY'S CLUB
2343	35	N	SACRAMENTO ST	MUSIC, GAMES OUTLET
1758	41	N	SACRAMENTO ST	JAKE & CLAY'S BARBER SHO
1759	43	N	SACRAMENTO ST	SINALOA CAFE
2362	45	A N	SACRAMENTO ST	POOL HALL
1761	47	N	SACRAMENTO ST	HASSAN'S WAREHOUSE
1762	100	N	SACRAMENTO ST	JOE HASSAN CLOTHING
1763	101	N	SACRAMENTO ST	PAYLESS MARKET
1764	107	N	SACRAMENTO ST	DELICIAS RESTURANT
1765	108	N	SACRAMENTO ST	GRAFFIGNA'S BROTHERS
2714	110	N	SACRAMENTO ST	NAPA AUTO PARTS
1768	114	N	SACRAMENTO ST	LODI SPORTS CLUB
1769	116	N	SACRAMENTO ST	RAINBOW CLUB
1770	117	N	SACRAMENTO ST	EL GRUELENSE CAFE
1771	118	N	SACRAMENTO ST	EL TROPICAL CLUB
1772	119	N	SACRAMENTO ST	GUADALAJARA CAFE
1773	119	1/2 N	SACRAMENTO ST	GUADALAJARA ROOMS
1775	124	N	SACRAMENTO ST	ALAMO RADIATOR
1776	125	N	SACRAMENTO ST	MAZATLAN CAFE
1777	127	N	SACRAMENTO ST	MAZATLAN CAFE
1778	130	N	SACRAMENTO ST	GUNDERSHAUG ELECTRIC
1779	200	N	SACRAMENTO ST	SAK'S TV
1780	201	N	SACRAMENTO ST	GERIG'S IMPORT AUTO SERV
2715	204	N	SACRAMENTO ST	SAK'S TV & APPLIANCE
1784	214	N	SACRAMENTO ST	WRIGHTS MOTORS

PIN	ADDRESS				
1785	217		N	SACRAMENTO ST	EHLERS AUTO SERVICE
1826	7		S	SACRAMENTO ST	PLAYBOY CLUB
2819	9		S	SACRAMENTO ST	ADULT PLEASURE WORLD
1827	11		S	SACRAMENTO ST	VACANT
1831	21		S	SACRAMENTO ST	HENDERSON BROS. HARDWARE
1832	27		S	SACRAMENTO ST	RASHID IMPORTS
1834	41		S	SACRAMENTO ST	MOORE'S KARATE
1835	100		S	SACRAMENTO ST	GIANT DISCOUNT TIRE
1836	101		S	SACRAMENTO ST	MORRIS AUTO SUPPLY
2344	210		S	SACRAMENTO ST	JIM'S CUSTOM MACHINE
1838	216		S	SACRAMENTO ST	PERALES AUTOMOTIVE
1839	217		S	SACRAMENTO ST	HENDERSON SHEET METAL
3013	218		S	SACRAMENTO ST	FRANK'S AUTO FACTORY
2863	221		S	SACRAMENTO ST	BLEWETT DAIRY
1840	221	A	S	SACRAMENTO ST	OGRENS
1841	221	B	S	SACRAMENTO ST	SANDOVAL SALSA
0	4		N	SCHOOL	CORY BUILDING
1878	5		N	SCHOOL ST	CHRISTENSEN'S FASHIONS
1880	6		N	SCHOOL ST	SONSHINE NUTRITION
2452	8		N	SCHOOL ST	FARMERS & MERCHANTS BANK
1881	9		N	SCHOOL ST	BORELLI JEWELLS
1882	10		N	SCHOOL ST	BITTERMAN'S JEWELRY
1883	11		N	SCHOOL ST	11 NORTH - APPAREL
1884	12		N	SCHOOL ST	TUXEDOS OF LODI
1886	13		N	SCHOOL ST	T.J.'S SALOON
1887	14		N	SCHOOL ST	MICKEY'S ANTIQUES
1888	16		N	SCHOOL ST	THE CLOTHES CLOSET
1890	20		N	SCHOOL ST	TEALBROOK GALLERY
1891	21		N	SCHOOL ST	LODI OFFICE PRODUCTS
1892	22		N	SCHOOL ST	OLLIE'S TAVERN
0	24	A	N	SCHOOL	SHARED NETWORK SERVICES
1895	25		N	SCHOOL ST	LAW OFFICES - ADAMS
1896	26		N	SCHOOL ST	ANGELOS
1897	28		N	SCHOOL ST	ANGELO'S
1898	102		N	SCHOOL ST	LEGENDS
0	104	100	N	SCHOOL ST	US SAFETY PRODUCTS
0	104	202	N	SCHOOL ST	ANITA'S TAX SERVICE
0	104	203	N	SCHOOL ST	TUCKER FINANCIAL MANGMT
0	104	204	N	SCHOOL ST	JAMES GRAVE ATTORNEY
0	104	206	N	SCHOOL ST	TURBETTI MUSIC STUDIO
0	104	209	N	SCHOOL ST	JOHN PYLE ATTORNEY
0	104	212	N	SCHOOL ST	JOEL FAX
0	104	213	N	SCHOOL ST	MOUNTAIN VALLEY
0	104	214	N	SCHOOL	DRY CREEK REALTY
0	104	214	N	SCHOOL ST	FUBERAL IN BERLIN
0	104	215	N	SCHOOL ST	TRAVIS-PATENT LAWYER
0	104	306	N	SCHOOL ST	NALC BP1452
0	104	307	N	SCHOOL ST	STEVE WORLEY
0	104	309	N	SCHOOL ST	BENIFICIAL MASSAGE
0	104	310	N	SCHOOL ST	HEALTH TOUCH
0	104	313	N	SCHOOL ST	SUPERIOR MORTGAGE

PIN	ADDRESS			
0	104	314	N	SCHOOL ST
0	104	315	N	SCHOOL ST
2313	106		N	SCHOOL ST
1905	108		N	SCHOOL ST
1906	110		N	SCHOOL ST
1909	114		N	SCHOOL ST
1910	115	1	N	SCHOOL ST
1911	115	2	N	SCHOOL ST
1912	115	3	N	SCHOOL ST
1914	115	4	N	SCHOOL ST
1913	115	5	N	SCHOOL ST
1915	116	A	N	SCHOOL ST
1917	120		N	SCHOOL ST
1918	123		N	SCHOOL ST
2820	124		N	SCHOOL ST
1919	130		N	SCHOOL ST
1921	210		N	SCHOOL ST
1922	216		N	SCHOOL ST
1935	5		S	SCHOOL ST
1936	5	1/2	S	SCHOOL ST
2719	6		S	SCHOOL ST
2720	6	A	S	SCHOOL ST
1938	9		S	SCHOOL ST
1939	10		S	SCHOOL ST
2722	11		S	SCHOOL ST
1940	13		S	SCHOOL ST
1941	14		S	SCHOOL ST
1942	14	A	S	SCHOOL ST
1943	15		S	SCHOOL ST
1944	17		S	SCHOOL ST
1945	20		S	SCHOOL ST
1946	22		S	SCHOOL ST
1948	31		S	SCHOOL ST
2723	35		S	SCHOOL ST
2933	101		S	SCHOOL ST
1955	121	B	S	SCHOOL ST
1957	125		S	SCHOOL ST
1959	203		S	SCHOOL ST
1960	208		S	SCHOOL ST
1961	210		S	SCHOOL ST
1962	212		S	SCHOOL ST
1963	213		S	SCHOOL ST
1964	215		S	SCHOOL ST
1965	216		S	SCHOOL ST
1966	218		S	SCHOOL ST
1967	220		S	SCHOOL ST
1968	222		S	SCHOOL ST
1969	226		S	SCHOOL ST
1970	230		S	SCHOOL ST
1971	233		S	SCHOOL ST
2201	105		W	WALNUT ST

DJ HENRY
VINYL JUNKEEZ
EMPRESA BAILON
TOM'S USED BOOKS
LASTING IMPRESSIONS
CYBER-TEC
KURT H. SIEBERT OFFICE
NOR CAL
RINN & ELLIOTT
CHRISSY'S TOTAL IMAGE
CHRISSY'S TOTAL IMAGE
LAVERNE'S COFFEE SHOP
MIZ M'S
GIERHART & WELLS FUNERAL
SAKS WAREHOUSE
VALLEY PAINTS
PERRY, KENNETH
SILVER BULLET ENTERPRISE
SUN AMERICAN SECURITIES
LODI BARBER SHOP
THORNTON HOUSE
PATRICIA'S
THE DAISY SHOP
THORNTON HOUSE
L & L TRAVEL
GARRY'S LOUNGE
HELMSMAN PRNTG & GRAPHIC
BENEFICIAL FINANCE
CARLOTTAS
PRET
ELIZABETH OF CALIF., THE
IMAGE HAIR STUDIO
BANK OF AMERICA
LODI CHAMBER OF COMMERCE
CAPITAL THRIFT
KING TSIN RESTAURANT
SYNOWICKI'S JEWEL BOX
COTTAGE BAKERY
POSER'S TV
JDW DESIGNS INC
EL PAJARO
COTTAGE BAKERY
ROCHA'S MORTUARY
SECURITY LOCK AND KEY
KIDCO
DANZ JEWELERS
CUTTING EDGE
BURTON'S SHOES
FYFFE'S AUTO REPAIR
LYON'S RESTAURANT
LARRY'S COINS

Page No. 6  
10/09/97

PIN	ADDRESS			
2204	115	1	W	WALNUT ST
2205	115	2	W	WALNUT ST
2206	115	4	W	WALNUT ST
2207	120		W	WALNUT ST

P.O. Box 343, Acampo, CA 95220

SHAKLEE PRODUCTS  
LEN-ELL ENTERPRISES  
CREATIVE SERVICES  
BANK OF STOCKTON  
HAZEL'S RESTAURANT

Added to List:

Current Business Owner  
Weil Motors  
2 West Lockeford Street  
Lodi, CA 95240

Current Business Owner  
First National Bank of Marin  
200 S. School Street  
Lodi, CA 95240



State License No. 346447

COMPLETE FLOOR AND WINDOW COVERING-4 PM 3:13  
Linoleums - Tiles - Carpets - Shades - Blinds - Draperies

RECEIVED  
ALICE H. REIMCHE  
CITY CLERK  
CITY OF LODI  
Nov. 3, 1997

City Clerk, Alice Reimche  
City Hall  
221 W. Pine St.  
Lodi, CA. 95240

Dear Mrs. Reimche, City Clerk:

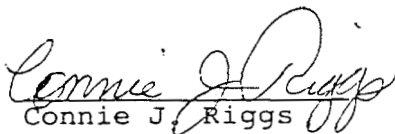
RE: City Resolution #97-179 Establishment of BIA

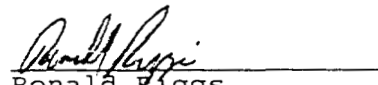
This letter is to document our formal written protest  
against the establishment of the Business Improvement Dist.,  
also known as BIA.

We understand this will be discussed at the upcoming City  
Council meeting on November 5, 1997. Enclosed is a copy  
of the letter we have mailed to all five of the City Council-  
men on this date for your information.

Please make it known we have filed a written protest as  
instructed in City Resolution #97-179. Thank you for your very  
kind attention to this issue.

Sincerely,

  
Connie J. Riggs  
Co-Owner

  
Ronald Riggs  
Co-Owner



SINCE 1947

# Gienger Floor Covering

15 WEST OAK STREET / LODI, CA. 95240 / TELEPHONE (209) 369-9527

State License # 421095

97 NOV -4 PM 3:18 COMPLETE FLOOR AND WINDOW COVERING  
Linoleum - Tiles - Carpets - Shades - Blinds - Draperies

ALICE M. REINICHE  
CITY CLERK  
CITY OF LODI

Nov. 3, 1997

Councilman Phil Pennino  
1502 Keagle Way  
Lodi, CA. 95242

Dear Councilman Pennino:

RE: City Resolution #97-179 Establishment of the BIA

According to the above resolution, in order to count in the majority protest against the Area, the protest must be in writing. The resolution continues to state that if at the conclusion of the public hearings there are of record, written protest by the owners of the businesses within the Area that will pay fifty percent (50%) or more of the total assessments of the entire Area, no further proceedings to create the Downtown Lodi Business Improvement Area shall occur. This letter is written to voice our written protest against the establishment of the BIA.

We are against the establishment of the area for a number of various reasons. But a few of the reasons are stated below:

Even though this is called an assessment. Whatever you want to call it, it is an extra tax to us. We apparently have no choice, if established. We have enough tax and restrictions on our business already. We chose to become an small independent business owner for a reason, to be "independent".

We don't like the fact that we have to pay the same rate as a business on School Street. If School Street businesses had a higher rate than us, we may reconsider the district. But no matter what you tell me, a business on a side street does not benefit as much as a business directly on School Street. Do you know that when we were assessed for the improvements that were made downtown, we paid the same rate as a business on School Street, although we did not get new sidewalks or the paving stones on the streets. All we got was a new light and tree, and much less parking for customers (which we have heard many complaints of). And our business volume has decreased 35% since construction started in March. WOW.

To promote holiday themes does not benefit us at all. The only holiday that gives a customer a reason to buy new flooring is the Thanksgiving-Christmas holidays. People do not buy new flooring for Mother's Day, Back-To-School, etc. It is too late for our business when the downtown promotions are put on for the Thanksgiving-Christmas holidays. The majority of our flooring jobs that are done for these holidays are booked in October, because most people want their new flooring in by Thanksgiving. They do not want their home to be torn up over the holidays. So the big After Thanksgiving promotions do not benefit us.

I could go on for pages with reasons why we are against this. But for your benefit, I will cut it short. And one last thing, the promotion "Shop Downtown Lodi" is a farce. How many councilmen or the city of Lodi make it a point to shop Downtown Lodi, or even Lodi at all. They don't, and we could see it during the downtown construction, and who was doing the actual work. This is a real sore subject for us.

Sincerely,

Connie J. Riggs,  
Co-Owner

Ronald Riggs,  
Co-Owner

Encl.

cc: Councilmen Land, Mann, Sieglock & Warner



115 Hw

CITY OF LODI  
P. O. BOX 3006  
LODI, CALIFORNIA 95241-1910

**ADVERTISING INSTRUCTIONS**

**SUBJECT:** PUBLIC HEARING REGARDING RESOLUTION NO. 97-179 ENTITLED, "A  
RESOLUTION OF THE LODI CITY COUNCIL DECLARING ITS INTENTION TO  
ESTABLISH THE DOWNTOWN LODI BUSINESS IMPROVEMENT AREA"

**PUBLISH DATES:** MONDAY, OCTOBER 20, 1997  
TUESDAY, OCTOBER 21, 1997  
WEDNESDAY, OCTOBER 22, 1997  
THURSDAY, OCTOBER 23, 1997  
FRIDAY, OCTOBER 24, 1997  
SATURDAY, OCTOBER 25, 1997  
MONDAY, OCTOBER 27, 1997

**TEAR SHEETS WANTED:** ONE

**AFFIDAVIT AND BILL TO:**

ALICE M. REIMCHE  
CITY CLERK

**DATED:** OCTOBER 16, 1997

**ORDERED BY:**

  
JENNIFER M. PERRIN  
DEPUTY CITY CLERK

\_\_\_\_\_  
JACQUELINE L. TAYLOR  
DEPUTY CITY CLERK

\_\_\_\_\_  
SUSAN SEWARD-LAKE  
ADMINISTRATIVE CLERK



## CITY OF LODI

Carnegie Forum  
305 West Pine Street, Lodi

## NOTICE OF PUBLIC HEARINGS

Date: November 5, 1997 (Public Hearing & Meeting)

Date: December 3, 1997 (Public Hearing)

Time: 7:00 p.m.

For information regarding this notice please contact:

**Alice M. Reimche**

City Clerk

Telephone: (209) 333-6702

### RESOLUTION NO. 97-179

#### A RESOLUTION OF THE LODI CITY COUNCIL DECLARING ITS INTENTION TO ESTABLISH THE DOWNTOWN LODI BUSINESS IMPROVEMENT AREA

=====

WHEREAS, the California Streets and Highways Code Section 36500 et seq., authorizes cities to establish Parking and Business Improvement Areas for the purpose of promoting economic revitalization and physical maintenance of business areas in order to create jobs, attract new business and prevent erosion of the business area; and

WHEREAS, the Downtown Lodi Business Improvement Area Formation Committee ("the Committee") has requested the Lodi City Council to establish such an Improvement Area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

1. The recitals set forth herein are true and correct.
2. The City Council does, at the request of the Committee, and pursuant to the California Streets and Highways Code, declare its intention to establish the "Lodi Business Improvement Area No. 1" ("the Area").
3. The boundaries of the entire area are to be included in the Area, and the boundaries of each separate benefit zone within the Area, are set forth in the Map, EXHIBIT A, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
4. The types of improvements and activities proposed to be funded by the levy of the assessments on business in the Area are in EXHIBIT B hereto and incorporated by reference.
5. The City Council intends to levy an annual benefit assessment on businesses in the Area, except where funds are otherwise available, to pay for all improvements and activities of the Area.
6. All funds of the Area shall be expended on improvements and activities within the Area.
7. The method and the basis for levying the assessments on all the businesses within the Area are set forth in the EXHIBIT C hereto, incorporated herein by reference.

8. New businesses shall be exempt from assessment until the next billing period following their establishment occurs.
9. A Public Hearing to establish the Area is hereby set for November 5, 1997, at 7:00 p.m. or as soon thereafter as possible before the City Council of the City of Lodi, at the Carnegie Forum, 305 West Pine Street, Lodi, CA. This Public Hearing shall be deemed to be the Public Meeting called for by California Government Code §54954.6(a)(1). Additionally, the City Council further establishes the date of December 3, 1997 as the date for the Public Hearing called for by California Government Code §54954.6(a)(2). The hearing is to be held before the City Council of the City of Lodi at the Carnegie Forum, 305 West Pine Street, Lodi, CA at 7:00 p.m. or as soon thereafter as possible.
10. At the Public Hearing the testimony of all interested persons, for or against the establishment of the Area interested in matters concerning the boundaries of the Area, the areas of benefit within the Area and the assessments to be levied, will be heard.
11. A protest against the Area, or any aspect of it may be made orally or in writing. An oral protest shall be made at the said Public Hearing. To count in the majority protest against the Area, a protest must be in writing. A written protest may be withdrawn from writing at any time before the conclusion of the Public Hearing. Each written protest shall obtain a written description of the business in which the person signing the protest is interested, sufficient to identify the business, and its address. If the person signing the protest is not shown on the official records of the City of Lodi as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business. Any written protest as to the regularity or sufficiency of the proceedings shall be in writing and clearly state the irregularity of defect to which objection is made.
12. If at the conclusion of the Public Hearing there are of record, written protest by the owners of the businesses within the Area that will pay fifty percent (50%) or more of the total assessments of the entire Area, no further proceedings to create the Downtown Lodi Business Improvement Area shall occur. New proceedings to form the Area shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protest by the City Council. If the majority written protest is only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the Area.
13. Further information regarding the proposed Downtown Lodi Improvement Area may be obtained from the City Clerk of the City of Lodi, at City Hall, 221 West Pine Street or telephone (209) 333-6702.
14. The City Clerk is instructed to provide notice of the Public Hearing as follows:
  - a. Publish this Resolution of Intention in a newspaper of general circulation in the City of Lodi once, for at least seven (7) days before the hearing.
  - b. Mail a complete copy of this Resolution of Intention to each and every business owner in the Area within seven (7) days of the adoption of this Resolution by the City Council.
15. This Resolution is effective on its adoption.

Dated: October 15, 1997

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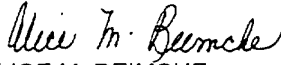
I hereby certify that the foregoing to be a true, full and correct copy of Resolution No. 97-179, duly passed and adopted by the Lodi City Council in a regular meeting held October 15, 1997 by the following vote:

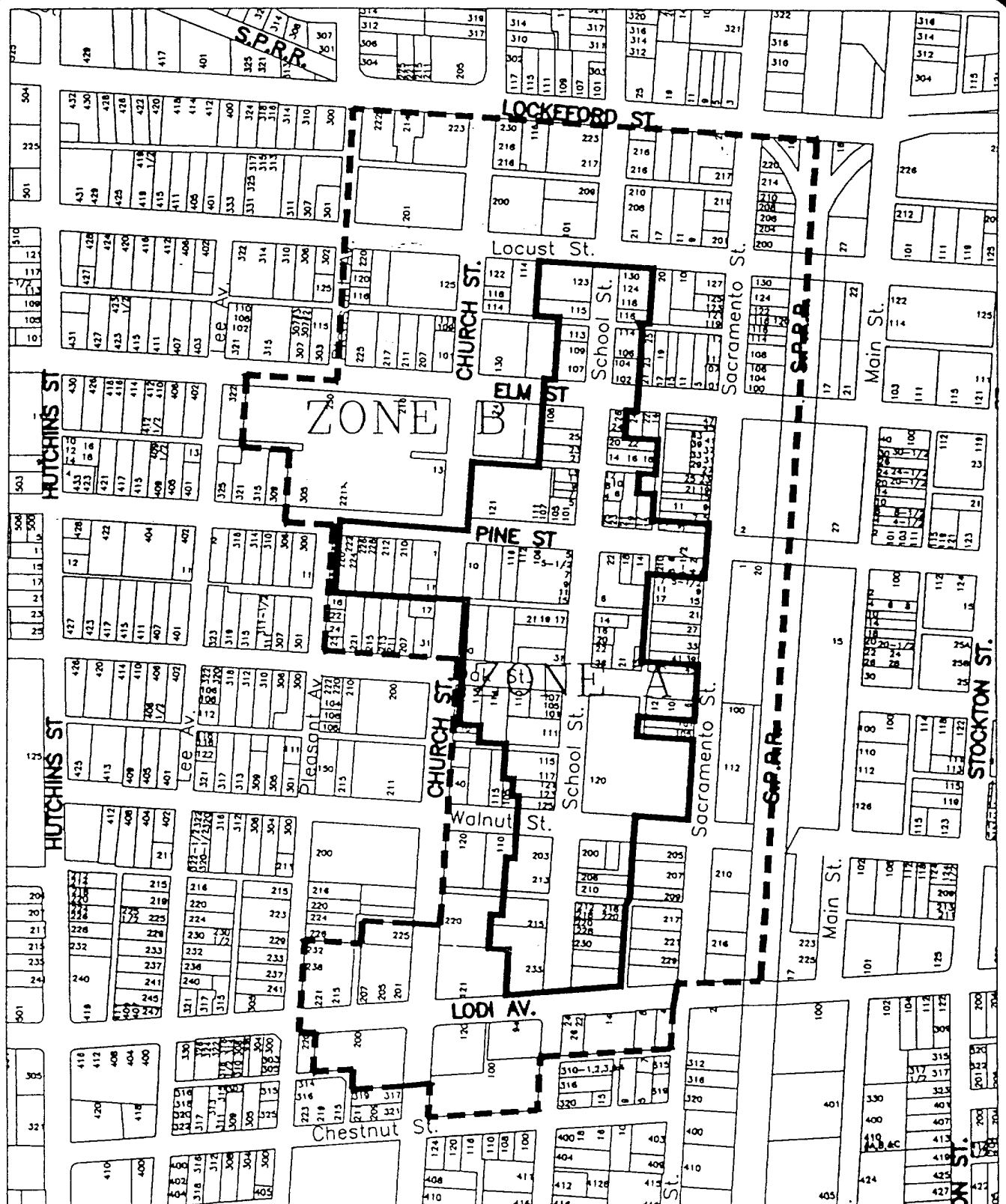
AYES: COUNCIL MEMBERS - Land, Mann, Sieglock, Warner and Pennino  
(Mayor)

NOES: COUNCIL MEMBERS - None

ABSENT: COUNCIL MEMBERS - None

ABSTAIN: COUNCIL MEMBERS - None

  
ALICE M. REIMCHE  
City Clerk



PROPOSED BIA BOUNDARIES

## EXHIBIT B

### NARRATIVE DESCRIPTION OF BIA PROGRAMS

Funds from the BIA will be used to establish but are not limited to the following programs:

A. Image Building:

- “Shop Lodi First” campaign intended to discourage community shoppers from going to nearby malls and community areas.
- Periodic institutional campaigns centered around prime shopping times – Easter, Christmas, etc.

B. Retail Events and Activities:

- Art Fairs
- Street Fairs
- Sidewalk Sales
- Back to School Sales
- Holiday Festivities
- Patriotic Themes

C. Coordinated Marketing Activities:

- Advertising supplements for local newspapers
- Direct mail promotions

D. Streetscape Involvement's

- Trash receptacles
- Flowers and plants at selected locations
- Physical cleanup of streets and sidewalks
- High visibility facade improvements

E. Commercial Recruitment and Retention

- Work with the City's Development coordinator and the Chamber of Commerce to actively seek the most suitable business to fill existing vacancies or vacancies as they occur.
- Provide support services to existing businesses needing assistance in order to remain in the downtown area.

## EXHIBIT C

### AREA ASSESSMENT FORMULA

The BIA is a self-motivated business program funded by an annual assessment based on a formula developed by the Committee, made up entirely of downtown business owners.

The assessment formula is based on type of business and location in order to offer a fair and equitable charge for each business in the Area. The assessment will be collected by the City and turned over in total to downtown businesses for use to fund an annual and year-to-year program of economic stimulation and business enhancement.

All business owners stand to benefit to a much greater extent than what the annual fee might be.

A. Business Type Definitions:

- Retail: The buying and reselling of tangible goods.
- Restaurant and Bar: Selling prepared foods or drinks.
- Lodging: Businesses include inns, hotels, motels, RV Parks and other similar businesses.
- Service: Offers intangible services of a non-professional nature.
- Finance: Offers banking-related services.

B. Proposed Lodi BIA Annual Benefit Fee

	Zone A	Zone B
Retailers and Restaurants	\$200.00 (1-3 emp.) \$300.00 (4-6 emp.) \$400.00 (7+ emp.)	\$100.00 \$150.00 \$200.00
Service Businesses	\$150.00	\$ 75.00
Professional Businesses	\$100.00	\$ 50.00
Financial Institutions	\$500.00	\$500.00





## **DECLARATION OF POSTING**

On Thursday, October 16, 1997 in the City of Lodi, San Joaquin County, California, a copy of Resolution No. 97-179 attached hereto, marked Exhibit "A", was posted at the following three locations:

Lodi Public Library  
Lodi Police Public Safety Building  
Lodi City Hall Lobby

The above locations are public areas available to the public 24 hours a day.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on October 16, 1997, at Lodi, California.

ORDERED BY:

**ALICE M. REIMCHE**  
**CITY CLERK**

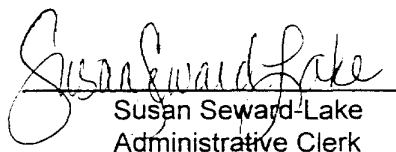
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Jacqueline L. Taylor  
Deputy City Clerk

---

Jennifer M. Perrin  
Deputy City Clerk

---

  
Susan Seward-Lake  
Administrative Clerk



## CITY OF LODI

Carnegie Forum  
305 West Pine Street, Lodi

## NOTICE OF PUBLIC HEARINGS

Date: November 5, 1997 (Public Hearing & Meeting)

Date: December 3, 1997 (Public Hearing)

Time: 7:00 p.m.

For information regarding this notice please contact:

**Alice M. Reimche**

City Clerk

Telephone: (209) 333-6702

### RESOLUTION NO. 97-179

#### A RESOLUTION OF THE LODI CITY COUNCIL DECLARING ITS INTENTION TO ESTABLISH THE DOWNTOWN LODI BUSINESS IMPROVEMENT AREA

=====

WHEREAS, the California Streets and Highways Code Section 36500 et seq., authorizes cities to establish Parking and Business Improvement Areas for the purpose of promoting economic revitalization and physical maintenance of business areas in order to create jobs, attract new business and prevent erosion of the business area; and

WHEREAS, the Downtown Lodi Business Improvement Area Formation Committee ("the Committee") has requested the Lodi City Council to establish such an Improvement Area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

1. The recitals set forth herein are true and correct.
2. The City Council does, at the request of the Committee, and pursuant to the California Streets and Highways Code, declare its intention to establish the "Lodi Business Improvement Area No. 1" ("the Area").
3. The boundaries of the entire area are to be included in the Area, and the boundaries of each separate benefit zone within the Area, are set forth in the Map, EXHIBIT A, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
4. The types of improvements and activities proposed to be funded by the levy of the assessments on business in the Area are in EXHIBIT B hereto and incorporated by reference.
5. The City Council intends to levy an annual benefit assessment on businesses in the Area, except where funds are otherwise available, to pay for all improvements and activities of the Area.
6. All funds of the Area shall be expended on improvements and activities within the Area.
7. The method and the basis for levying the assessments on all the businesses within the Area are set forth in the EXHIBIT C hereto, incorporated herein by reference.

8. New businesses shall be exempt from assessment until the next billing period following their establishment occurs.
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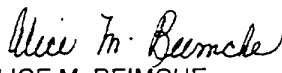
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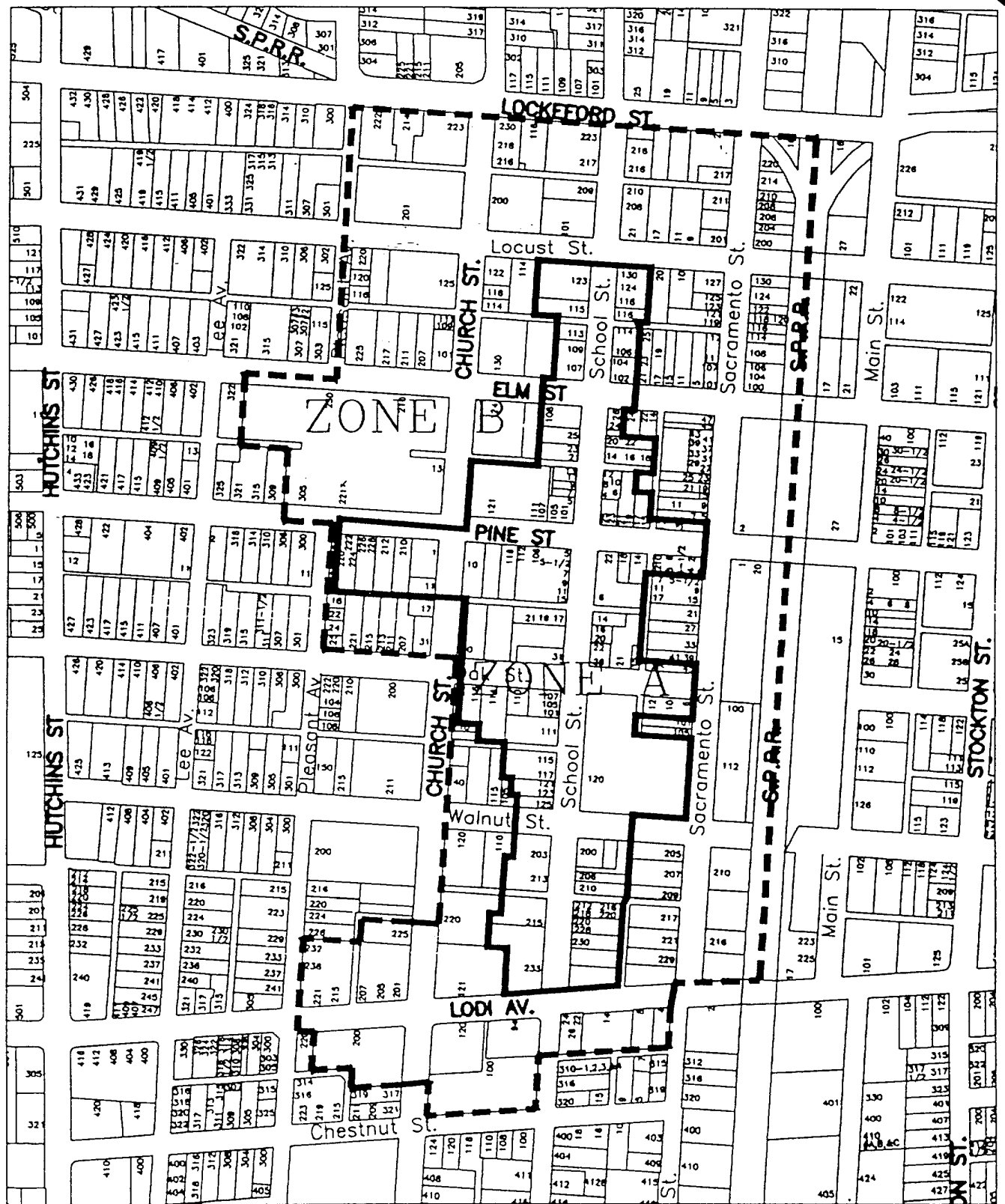
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(Mayor)

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ABSENT: COUNCIL MEMBERS - None

ABSTAIN: COUNCIL MEMBERS - None

  
ALICE M. REIMCHE  
City Clerk



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Professional Businesses	\$100.00	\$ 50.00
Financial Institutions	\$500.00	\$500.00



## DECLARATION OF MAILING

### Resolution No. 97-179 entitled, "A Resolution of the Lodi City Council Declaring its Intention to Establish the Downtown Lodi Business Improvement Area

On Thursday, October 16, 1997, in the City of Lodi, San Joaquin County, California, I deposited in the United States mail, envelopes with first-class postage prepaid thereon, containing a copy of the Notice attached hereto, marked Exhibit "A"; said envelopes were addressed as is more particularly shown on Exhibit "B" attached hereto.

There is a regular daily communication by mail between the City of Lodi, California, and the places to which said envelopes were addressed.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on October 16, 1997, at Lodi, California.

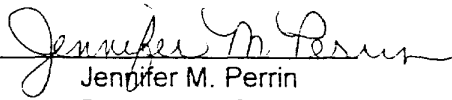
ORDERED BY:

ALICE M. REIMCHE  
CITY CLERK

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Jacqueline L. Taylor  
Deputy City Clerk

---

  
Jennifer M. Perrin  
Deputy City Clerk

---

Susan Seward-Lake  
Administrative Clerk



## RESOLUTION NO. 97-179

A RESOLUTION OF THE LODI CITY COUNCIL  
DECLARING ITS INTENTION TO ESTABLISH THE  
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA

---

WHEREAS, the California Streets and Highways Code Section 36500 et seq., authorizes cities to establish Parking and Business Improvement Areas for the purpose of promoting economic revitalization and physical maintenance of business areas in order to create jobs, attract new business and prevent erosion of the business area; and

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8. New businesses shall be exempt from assessment until the next billing period following their establishment occurs.
9. A public hearing to establish the Area is hereby set for November 5, 1997, at 7:00 p.m. or as soon thereafter as possible before the City Council of the City of Lodi, at the Carnegie-Forum, 305 West Pine Street, Lodi, CA. This public hearing shall be deemed to be the public meeting called for by California Government Code §54954.6(a)(1). Additionally, the City Council further establishes the date of December 3, 1997 as the date for the public hearing called for by California Government Code §54954.6(a)(2). The hearing is to be held before the City Council of the City of Lodi at the Carnegie Forum, 305 West Pine Street, Lodi, CA at 7:00 p.m. or as soon thereafter as possible.
10. At the public hearing the testimony of all interested persons, for or against the establishment of the Area interested in matters concerning the boundaries of the Area, the areas of benefit within the Area and the assessments to be levied, will be heard.
11. A protest against the Area, or any aspect of it may be made orally or in writing. An oral protest shall be made at the said public hearing. To count in the majority protest against the Area, a protest must be in writing. A written protest may be withdrawn from writing at any time before the conclusion of the public hearing. Each written protest shall obtain a written description of the business in which the person signing the protest is interested, sufficient to identify the business, and its address. If the person signing the protest is not shown on the official records of the City of Lodi as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business. Any written protest as to the regularity or sufficiency of the proceedings shall be in writing and clearly state the irregularity or defect to which objection is made.
12. If at the conclusion of the public hearing there are of record, written protest by the owners of the businesses within the Area that will pay fifty percent (50%) or more of the total assessments of the entire Area, no further proceedings to create the Downtown Lodi Business Improvement Area shall occur. New proceedings to form the Area shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protest by the City Council. If the majority written protest is only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the Area.

13. Further information regarding the proposed Downtown Lodi Improvement Area may be obtained from the City Clerk of the City of Lodi, at City Hall, 221 West Pine Street or telephone (209) 333-6702.
14. The City Clerk is instructed to provide notice of the public hearing as follows:
  - a. Publish this Resolution of Intention in a newspaper of general circulation in the City of Lodi once, for at least seven (7) days before the hearing.
  - b. Mail a complete copy of this Resolution of Intention to each and every business owner in the Area within seven (7) days of the adoption of this Resolution by the City Council.
15. This Resolution is effective on its adoption.

Dated: October 15, 1997

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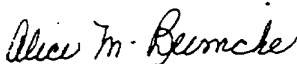
I hereby certify that the foregoing to be a true, full and correct copy of Resolution No. 97-179, duly passed and adopted by the Lodi City Council in a regular meeting held October 15, 1997 by the following vote:

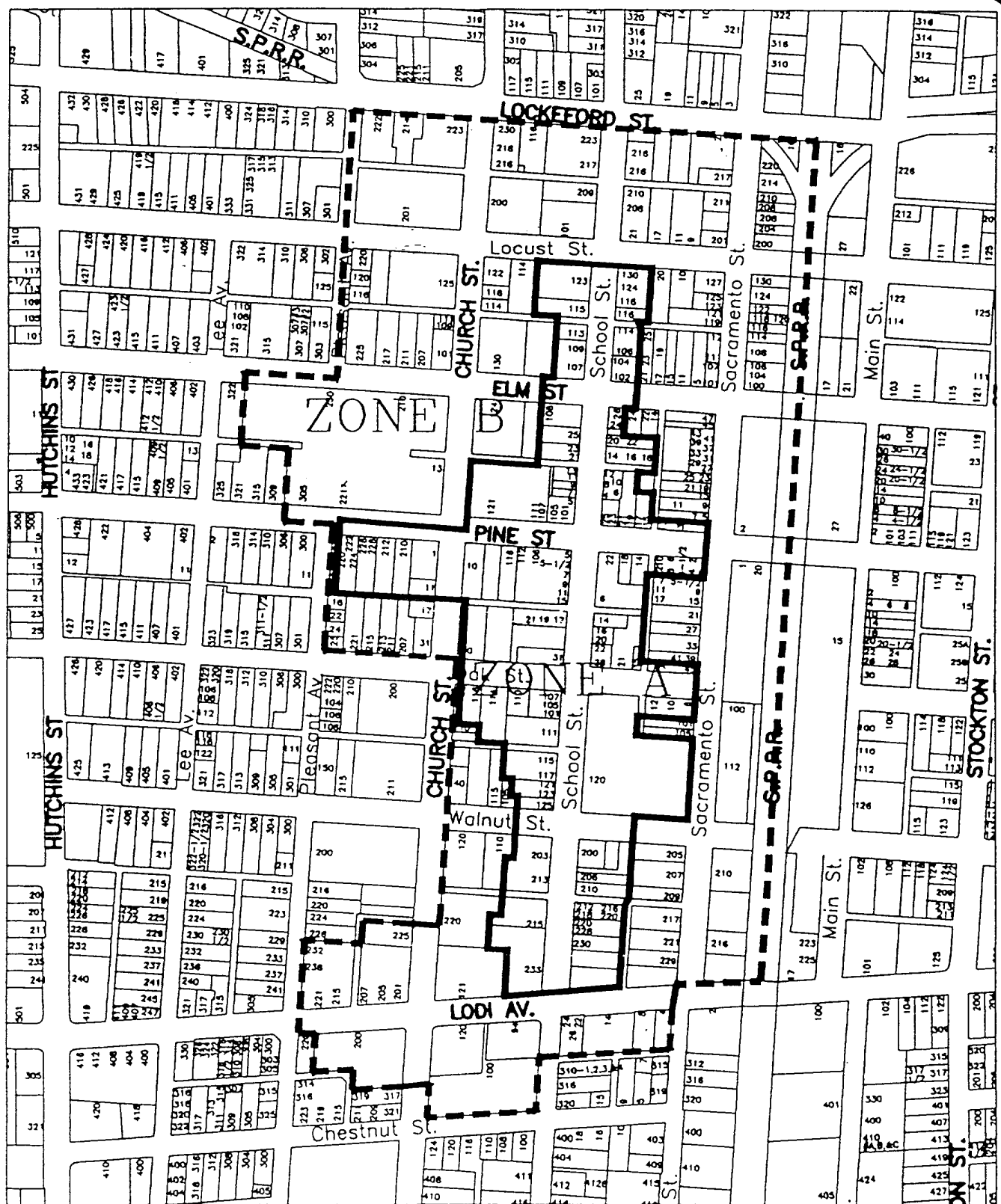
AYES: COUNCIL MEMBERS – Land, Mann, Sieglock, Warner and Pennino  
(Mayor)

NOES: COUNCIL MEMBERS - None

ABSENT: COUNCIL MEMBERS - None

ABSTAIN: COUNCIL MEMBERS - None

  
ALICE M. REIMCHE  
City Clerk



PROPOSED BIA BOUNDARIES

## EXHIBIT B

### NARRATIVE DESCRIPTION OF BIA PROGRAMS

Funds from the BIA will be used to establish but are not limited to the following programs:

A. Image Building:

- “Shop Lodi First” campaign intended to discourage community shoppers from going to nearby malls and community areas.
- Periodic institutional campaigns centered around prime shopping times – Easter, Christmas, etc.

B. Retail Events and Activities:

- Art Fairs
- Street Fairs
- Sidewalk Sales
- Back to School Sales
- Holiday Festivities
- Patriotic Themes

C. Coordinated Marketing Activities:

- Advertising supplements for local newspapers
- Direct mail promotions

D. Streetscape Involvement's

- Trash receptacles
- Flowers and plants at selected locations
- Physical cleanup of streets and sidewalks
- High visibility facade improvements

E. Commercial Recruitment and Retention

- Work with the City's Development coordinator and the Chamber of Commerce to actively seek the most suitable business to fill existing vacancies or vacancies as they occur.
- Provide support services to existing businesses needing assistance in order to remain in the downtown area.

## EXHIBIT C

### AREA ASSESSMENT FORMULA

The BIA is a self-motivated business program funded by an annual assessment based on a formula developed by the Committee, made up entirely of downtown business owners.

The assessment formula is based on type of business and location in order to offer a fair and equitable charge for each business in the Area. The assessment will be collected by the City and turned over in total to downtown businesses for use to fund an annual and year-to-year program of economic stimulation and business enhancement.

All business owners stand to benefit to a much greater extent than what the annual fee might be.

#### A. Business Type Definitions:

- Retail: The buying and reselling of tangible goods.
- Restaurant and Bar: Selling prepared foods or drinks.
- Lodging: Businesses include inns, hotels, motels, RV Parks and other similar businesses.
- Service: Offers intangible services of a non-professional nature.
- Finance: Offers banking-related services.

#### B. Proposed Lodi BIA Annual Benefit Fee

	Zone A	Zone B
Retailers and Restaurants	\$200.00 (1-3 emp.) \$300.00 (4-6 emp.) \$400.00 (7+ emp.)	\$100.00 \$150.00 \$200.00
Service Businesses	\$150.00	\$ 75.00
Professional Businesses	\$100.00	\$ 50.00
Financial Institutions	\$500.00	\$500.00

**MAILING LIST**Page No. 1  
10/09/97**Resolution of Intention for Business Improvement Area  
(BIA) No. 1**

PIN	ADDRESS			
396	101	N	CHURCH ST	DEJONG INSURANCE
0	101	N	CHURCH ST	BECKREST ADVERTISING
397	109	N	CHURCH ST	BECKMAN
398	111	N	CHURCH ST	RENAISSANCE HAIR
399	114	N	CHURCH ST	SCHAFFER, SUESS & BOYD
2572	118	N	CHURCH ST	SCHAFFER, SUESS & BOYD
400	122	N	CHURCH ST	SCHAFFER REALTORS
401	125	N	CHURCH ST	LODI NEWS SENTINEL
402	200	N	CHURCH ST	STOCKTON SAVINGS & LOAN
403	223	N	CHURCH ST	PAUL'S SAFE LOCK & KEY
404	223	A	N CHURCH ST	PAUL'S SAFE LOCK & KEY
405	230	N	CHURCH ST	CAIN ELECTRIC
427	17	S	CHURCH ST	GUILD CLEANERS
428	110	S	CHURCH ST	HOUSE OF CLOCKS
429	112	S	CHURCH ST	LODI BEAUTY SHOPPE
430	220	S	CHURCH ST	HEILIG-MEYERS FURNITURE
2265	229	S	CHURCH ST	BANK OF THE WEST
0	19		DOWNTOWN MALL	VISIBLE CHANGES
0	21		DOWNTOWN MALL	FENILY GALLERY
0	40		DOWNTOWN MALL	CHELSEY'S
526	5	W	ELM ST	TOKAY QUICK PRINTING
527	7	W	ELM ST	RASHID IMPORTS
531	16	W	ELM ST	YELLOW ROSE ANTIQUES
532	18	W	ELM ST	SHANNON RANCHES INC.
533	20	W	ELM ST	HOOVER CARPET
537	27	W	ELM ST	LEGENDS
541	225	A	W ELM ST	DONOVAN, JOHN COMPANY
542	225	C	W ELM ST	DONOVAN, JOHN COMPANY
1088	222	1	W LOCKEFORD ST	WAHLEN STATE FARM
0	222	10	W LOCKEFORD	DELLAMONICA, SNYDER ARCH
1089	222	2	W LOCKEFORD ST	SCOTT DASKO, ARCHITECT
1090	222	3	W LOCKEFORD ST	HESELTIME REALTY
1092	222	5	W LOCKEFORD ST	TOKAY REALTY
1093	222	6	W LOCKEFORD ST	DERMAL CLINIC
1095	222	8	W LOCKEFORD ST	DEGUSA ELECTRONIC
1096	222	9	W LOCKEFORD ST	PACIFIC FIELD SERVICE
1179	9	W	LOCUST ST	EHLERS HOLDING INC.
1181	10	W	LOCUST ST	BANK OF LODI N.A.
1183	20	W	LOCUST ST	VALLEY PAINTS INC.
1184	21	W	LOCUST ST	PANTEL HOUSE OF LIGHTS
2292	101	2	W LOCUST ST	SCHAFFER, SUESS & BOYD
2292	101	3	W LOCUST ST	SCHAFFER, SUESS & BOYD
0	101	4	W LOCUST	THE STOCKTON RECORD

PIN	ADDRESS		
1269	1	W	LODI AV
1270	4	W	LODI AV
1271	16	W	LODI AV
1272	21	W	LODI AV
2665	22	W	LODI AV
2666	24	W	LODI AV
1273	26	W	LODI AV
1274	100	W	LODI AV
1275	120	W	LODI AV
1277	200	W	LODI AV
1278	201	A W	LODI AV
1279	203	W	LODI AV
1280	205	W	LODI AV
1281	207	W	LODI AV
1286	221	W	LODI AV
			THE TUNE UP SHOP
			DANGIER FURNITURE
			LONG JOHN SILVERS
			PIZZA HUT
			COMIC GRAPEVINE
			THE BOOK GARDEN
			RYDEL VACUUM INC
			LONGS DRUGS
			WELLS FARGO BANK
			MCDONALD'S HAMBURGERS
			HONEY TREAT YOGURT SHOP
			LODI VIDEO CORP.
			LODI VIDEO CORP.
			CHECK N GO
			PINE AUTO SUPPLY
1518	3	W	OAK ST
1519	6	W	OAK ST
1520	7	W	OAK ST
1522	10	W	OAK ST
0	10	B W	OAK
1524	12	W	OAK ST
1525	15	W	OAK ST
1528	110	W	OAK ST
1529	118	A W	OAK ST
2309	207	W	OAK ST
0	207	W	OAK ST
2623	215	1 W	OAK ST
1535	215	2 W	OAK ST
1536	215	3 W	OAK ST
1537	215	4 W	OAK ST
2607	215	5 W	OAK ST
1997	215	6 W	OAK ST
0	215	W	OAK ST
1538	221	A W	OAK ST
1539	221	B W	OAK ST
1540	221	C W	OAK ST
0	221	W	OAK ST
1541	225	W	OAK ST
			CALIFORNIA STYLES
			KNUDERT & BAUER APPLIANC
			REO'S APPLIANCE
			TAQUERIA JACISCO
			FOTO FACTORY
			RAILROAD JUNCTION
			GIENGER'S FLOORS
			LIVING WAY BOOK STORE
			ROSA LAW OFFICE
			RUSSELS HAIR SALOON
			SKIN SENSE
			VACANT
			CERTIFIED LOSS CONTROL
			CINDI'S BOOKKEEPING
			UNEKA NAILS & FACIALS
			FARMERS INSURANCE
			DAVID P. WARNER, ATTORNE
			F & I TAX SERVICE
			BAKER-PEARSON
			AMERICAN INV SERVICE
			FAMILY OF EAGLES
			TIM BERTSCH INSURANCE
			OFFICE OF LINDA LOFTHUS
1630	1	W	PINE ST
1631	2	W	PINE ST
1632	3	W	PINE ST
1636	6	W	PINE ST
1637	7	W	PINE ST
2836	10	W	PINE ST
1641	11	W	PINE ST
1642	12	W	PINE ST
1643	13	W	PINE ST
1644	14	W	PINE ST
			PAK-INDIA
			GRAFFIGNIA FRUIT CO.
			STUDIO SUNWEST
			SIEGFRIED'S
			FASHION BEAUTY SALON
			H & R BLOCK
			LINCOLN SHOE REPAIR
			PACIFIC GAS & ELECTRIC
			ALICIAS ANTIQUES
			INTIMATES



PIN	ADDRESS			
1646	15	W	PINE ST	ABRAHAMSON'S PRINTING
1647	16	W	PINE ST	PINE ST. BARE FURNITURE
1648	17	W	PINE ST	FRANK'S BUSINESS MACHINE
1649	18	W	PINE ST	FRAMES & FINE THINGS
0	21	W	PINE	SISONS KARATE
1651	100	W	PINE ST	SQUIRE'S CLOTHIER
2711	103	W	PINE ST	SECOND THOUGHT
1652	105	W	PINE ST	GERTIES PLACE
1654	108	W	PINE ST	LODI TAILOR SHOP
1656	111	W	PINE ST	F & M EXECUTIVE OFFICES
1657	112	W	PINE ST	PERSONAL TOUCH
1658	114	W	PINE ST	CAPRI PIZZA
1660	121	W	PINE ST	FARMERS & MERCHANTS BANK
1661	121	205 W	PINE ST	PROFESSIONAL CORP. ATTYS
1664	218	W	PINE ST	GERARD & GERARD
1665	220	W	PINE ST	FIRESIDE THRIFT CO
1667	222	W	PINE ST	PHOTO INSTANT PRINT
1668	224	W	PINE ST	KEN SATO STUDIO
1669	226	W	PINE ST	SOMERSAULTS
1670	228	W	PINE ST	PUFF-N-STUFF
2496	116	N	PLEASANT AV	KIM VEERKAMP CPA
0	125	N	PLEASANT	STEVEN CUTIRELL OFFICE
2451	238	S	PLEASANT AV	PINE AUTO WAREHOUSE
1755	29	N	SACRAMENTO ST	ROY'S CLUB
1756	31	N	SACRAMENTO ST	ROY'S CLUB
2343	35	N	SACRAMENTO ST	MUSIC, GAMES OUTLET
1758	41	N	SACRAMENTO ST	JAKE & CLAY'S BARBER SHO
1759	43	N	SACRAMENTO ST	SINALOA CAFE
2362	45	A N	SACRAMENTO ST	POOL HALL
1761	47	N	SACRAMENTO ST	HASSAN'S WAREHOUSE
1762	100	N	SACRAMENTO ST	JOE HASSAN CLOTHING
1763	101	N	SACRAMENTO ST	PAYLESS MARKET
1764	107	N	SACRAMENTO ST	DELICIAS RESTURANT
1765	108	N	SACRAMENTO ST	GRAFFIGNA'S BROTHERS
2714	110	N	SACRAMENTO ST	NAPA AUTO PARTS
1768	114	N	SACRAMENTO ST	LODI SPORTS CLUB
1769	116	N	SACRAMENTO ST	RAINBOW CLUB
1770	117	N	SACRAMENTO ST	EL GRUELENSE CAFE
1771	118	N	SACRAMENTO ST	EL TROPICAL CLUB
1772	119	N	SACRAMENTO ST	GUADALAJARA CAFE
1773	119	1/2 N	SACRAMENTO ST	GUADALAJARA ROOMS
1775	124	N	SACRAMENTO ST	ALAMO RADIATOR
1776	125	N	SACRAMENTO ST	MAZATLAN CAFE
1777	127	N	SACRAMENTO ST	MAZATLAN CAFE
1778	130	N	SACRAMENTO ST	GUNDERSHAUG ELECTRIC
1779	200	N	SACRAMENTO ST	SAK'S TV
1780	201	N	SACRAMENTO ST	GERIG'S IMPORT AUTO SERV
2715	204	N	SACRAMENTO ST	SAK'S TV & APPLIANCE
1784	214	N	SACRAMENTO ST	WRIGHTS MOTORS

PIN	ADDRESS			
1785	217	N	SACRAMENTO ST	EHLERS AUTO SERVICE
1826	7	S	SACRAMENTO ST	PLAYBOY CLUB
2819	9	S	SACRAMENTO ST	ADULT PLEASURE WORLD
1827	11	S	SACRAMENTO ST	VACANT
1831	21	S	SACRAMENTO ST	HENDERSON BROS. HARDWARE
1832	27	S	SACRAMENTO ST	RASHID IMPORTS
1834	41	S	SACRAMENTO ST	MOORE'S KARATE
1835	100	S	SACRAMENTO ST	GIANT DISCOUNT TIRE
1836	101	S	SACRAMENTO ST	MORRIS AUTO SUPPLY
2344	210	S	SACRAMENTO ST	JIM'S CUSTOM MACHINE
1838	216	S	SACRAMENTO ST	PERALES AUTOMOTIVE
1839	217	S	SACRAMENTO ST	HENDERSON SHEET METAL
3013	218	S	SACRAMENTO ST	FRANK'S AUTO FACTORY
2863	221	S	SACRAMENTO ST	BLEWETT DAIRY
1840	221 A	S	SACRAMENTO ST	OGRENS
1841	221 B	S	SACRAMENTO ST	SANDOVAL SALSA
0	4	N	SCHOOL	CORY BUILDING
1878	5	N	SCHOOL ST	CHRISTENSEN'S FASHIONS
1880	6	N	SCHOOL ST	SONSHINE NUTRITION
2452	8	N	SCHOOL ST	FARMERS & MERCHANTS BANK
1881	9	N	SCHOOL ST	BORELLI JEWELLS
1882	10	N	SCHOOL ST	BITTERMAN'S JEWELRY
1883	11	N	SCHOOL ST	11 NORTH - APPAREL
1884	12	N	SCHOOL ST	TUXEDOS OF LODI
1886	13	N	SCHOOL ST	T.J.'S SALOON
1887	14	N	SCHOOL ST	MICKEY'S ANTIQUES
1888	16	N	SCHOOL ST	THE CLOTHES CLOSET
1890	20	N	SCHOOL ST	TEALBROOK GALLERY
1891	21	N	SCHOOL ST	LODI OFFICE PRODUCTS
1892	22	N	SCHOOL ST	OLLIE'S TAVERN
0	24 A	N	SCHOOL	SHARED NETWORK SERVICES
1895	25	N	SCHOOL ST	LAW OFFICES - ADAMS
1896	26	N	SCHOOL ST	ANGELOS
1897	28	N	SCHOOL ST	ANGELO'S
1898	102	N	SCHOOL ST	LEGENDS
0	104 100	N	SCHOOL ST	US SAFETY PRODUCTS
0	104 202	N	SCHOOL ST	ANITA'S TAX SERVICE
0	104 203	N	SCHOOL ST	TUCKER FINANCIAL MANGMT
0	104 204	N	SCHOOL ST	JAMES GRAVE ATTORNEY
0	104 206	N	SCHOOL ST	TURBETTI MUSIC STUDIO
0	104 209	N	SCHOOL ST	JOHN PYLE ATTORNEY
0	104 212	N	SCHOOL ST	JOEL FAX
0	104 213	N	SCHOOL ST	MOUNTAIN VALLEY
0	104 214	N	SCHOOL	DRY CREEK REALTY
0	104 214	N	SCHOOL ST	FUBERAL IN BERLIN
0	104 215	N	SCHOOL ST	TRAVIS-PATENT LAWYER
0	104 306	N	SCHOOL ST	NALC BP1452
0	104 307	N	SCHOOL ST	STEVE WORLEY
0	104 309	N	SCHOOL ST	BENIFICIAL MASSAGE
0	104 310	N	SCHOOL ST	HEALTH TOUCH
0	104 313	N	SCHOOL ST	SUPERIOR MORTGAGE

PIN	ADDRESS				
0	104	314	N	SCHOOL ST	DJ HENRY
0	104	315	N	SCHOOL ST	VINYL JUNKEEZ
2313	106		N	SCHOOL ST	EMPRESA BAILON
1905	108		N	SCHOOL ST	TOM'S USED BOOKS
1906	110		N	SCHOOL ST	LASTING IMPRESSIONS
1909	114		N	SCHOOL ST	CYBER-TEC
1910	115	1	N	SCHOOL ST	KURT H. SIEBERT OFFICE
1911	115	2	N	SCHOOL ST	NOR CAL
1912	115	3	N	SCHOOL ST	RINN & ELLIOTT
1914	115	4	N	SCHOOL ST	CHRISSY'S TOTAL IMAGE
1913	115	5	N	SCHOOL ST	CHRISSY'S TOTAL IMAGE
1915	116	A	N	SCHOOL ST	LAVERNE'S COFFEE SHOP
1917	120		N	SCHOOL ST	MIZ M'S
1918	123		N	SCHOOL ST	GIERHART & WELLS FUNERAL
2820	124		N	SCHOOL ST	SAKS WAREHOUSE
1919	130		N	SCHOOL ST	VALLEY PAINTS
1921	210		N	SCHOOL ST	PERRY, KENNETH
1922	216		N	SCHOOL ST	SILVER BULLET ENTERPRISE
1935	5		S	SCHOOL ST	SUN AMERICAN SECURITIES
1936	5	1/2	S	SCHOOL ST	LODI BARBER SHOP
2719	6		S	SCHOOL ST	THORNTON HOUSE
2720	6	A	S	SCHOOL ST	PATRICIA'S
1938	9		S	SCHOOL ST	THE DAISY SHOP
1939	10		S	SCHOOL ST	THORNTON HOUSE
2722	11		S	SCHOOL ST	L & L TRAVEL
1940	13		S	SCHOOL ST	GARRY'S LOUNGE
1941	14		S	SCHOOL ST	HELMSMAN PRNTG & GRAPHIC
1942	14	A	S	SCHOOL ST	BENEFICIAL FINANCE
1943	15		S	SCHOOL ST	CARLOTTAS
1944	17		S	SCHOOL ST	PRET
1945	20		S	SCHOOL ST	ELIZABETH OF CALIF., THE
1946	22		S	SCHOOL ST	IMAGE HAIR STUDIO
1948	31		S	SCHOOL ST	BANK OF AMERICA
2723	35		S	SCHOOL ST	LODI CHAMBER OF COMMERCE
2933	101		S	SCHOOL ST	CAPITAL THRIFT
1955	121	B	S	SCHOOL ST	KING TSIN RESTAURANT
1957	125		S	SCHOOL ST	SYNOWICKI'S JEWEL BOX
1959	203		S	SCHOOL ST	COTTAGE BAKERY
1960	208		S	SCHOOL ST	POSER'S TV
1961	210		S	SCHOOL ST	JDW DESIGNS INC
1962	212		S	SCHOOL ST	EL PAJARO
1963	213		S	SCHOOL ST	COTTAGE BAKERY
1964	215		S	SCHOOL ST	ROCHA'S MORTUARY
1965	216		S	SCHOOL ST	SECURITY LOCK AND KEY
1966	218		S	SCHOOL ST	KIDCO
1967	220		S	SCHOOL ST	DANZ JEWELERS
1968	222		S	SCHOOL ST	CUTTING EDGE
1969	226		S	SCHOOL ST	BURTON'S SHOES
1970	230		S	SCHOOL ST	FYFFE'S AUTO REPAIR
1971	233		S	SCHOOL ST	LYON'S RESTAURANT
2201	105		W	WALNUT ST	LARRY'S COINS

Page No. 6  
10/09/97

PIN	ADDRESS			
2204	115	1	W	WALNUT ST
2205	115	2	W	WALNUT ST
2206	115	4	W	WALNUT ST
2207	120		W	WALNUT ST

P.O. Box 343, Acampo, CA 95220

SHAKLEE PRODUCTS  
LEN-ELL ENTERPRISES  
CREATIVE SERVICES  
BANK OF STOCKTON  
HAZEL'S RESTAURANT

Added to List:

Current Business Owner  
Weil Motors  
2 West Lockeford Street  
Lodi, CA 95240

Current Business Owner  
First National Bank of Marin  
200 S. School Street  
Lodi, CA 95240

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**ITEMS 7 THROUGH 12 AND  
EXHIBITS B AND C**

**Pages with revised information  
attached per City Attorney  
Randall Hays on Tuesday,  
October 28, 1997.**

**Alice M. Reimche  
City Clerk**

7. The method and the basis for levying the assessments on all the businesses within the Area are set forth in the EXHIBIT C hereto, incorporated herein by reference.
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- “Shop Lodi First” campaign intended to discourage community shoppers from going to nearby malls and community areas.
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- Street Fairs
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- Holiday Festivities
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E. Commercial Recruitment and Retention

- Work with the City's Economic Development coordinator and the Chamber of Commerce to actively seek the most suitable business to fill existing vacancies or vacancies as they occur.
- Provide support services to existing businesses needing assistance in order to remain in the downtown area.

## EXHIBIT C

### AREA ASSESSMENT FORMULA

The BIA is a self-motivated business program funded by an annual assessment based on a formula developed by the Committee, made up entirely of downtown business owners.

The assessment formula is based on type of business and location in order to offer a fair and equitable charge for each business in the Area. The assessment will be collected by the City and turned over in total to downtown businesses for use to fund an annual and year-to-year program of economic stimulation and business enhancement.

All business owners stand to benefit to a much greater extent than what the annual fee might be.

A. Business Type Definitions:

- Retail: The buying and reselling of tangible goods.
- Restaurant and Bar: Selling prepared foods or drinks.
- Service: Offers intangible services of a non-professional nature.  
Lodging is included in this classification.
- Finance: Offers banking-related services.

B. Proposed Lodi BIA Annual Benefit Fee

	Zone A	Zone B
Retailers and Restaurants	\$200.00 (1-3 emp.) \$300.00 (4-6 emp.) \$400.00 (7+ emp.)	\$100.00 \$150.00 \$200.00
Service Businesses	\$150.00	\$ 75.00
Professional Businesses	\$100.00	\$ 50.00
Financial Institutions	\$500.00	\$500.00